



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	Zenith	L'Oreal, Singapore Tourism Board	6.9		6.9	5
2	-	Publicis Media	PepsiCo	1.0		1.0	1
3	2	Wavemaker	Mondelez	1.6	ESPRIT	1.0	6
4	3	dentsu X	Blizzard Entertainment, Inc.	0.8		0.8	7
5	4	Mindshare	Resorts World Sentosa, Jones Lang LaSalle (JLL) Project,	1.5	PepsiCo	0.5	6
6	5	Havas Media	Urban Home, Urban Company Integrated and Performance media	0.2		0.2	2
7	6	Starcom	MCI	0.2		0.2	1
8	7	PHD	Scoot	0.3		0.2	1
9	8	OMD	NCS	0.1		0.1	2
10	9	Initiative	ESPRIT	0.2		0.1	2
11	-	M/SIX	CBRE	0.01		0.01	1

2022(Jan-Aug)	10.2	35
2021(Jan-Aug)	4.3	50
YoY Comparison:	137.8%	-30.0%

2022 Creative & Media (Jan-Aug)	38.9	121
2021 Creative & Media (Jan-Aug)	69.7	329
YoY Comparison:	-44.2%	-63.2%

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and Apr ketting ROI.